

# **RJ REYNOLDS**

TOBACCO COMPANY



L. E. MACWILLIAMS  
REGION OPERATIONS MGR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-9232  
FAX (716) 634-3145

May 11, 1998

 **E-Mail**

**DISTRIBUTION:**

**KEY ACCOUNT MANAGERS  
ACCOUNT MANAGERS  
DIVISION MANAGERS  
RETAIL MANAGERS**

**MAY 22ND RESPONSE DATE**



**JULY: WINSTON RETAILER T-SHIRT GIVE-AWAY / PROMOTION #801212**

Our Region has received a special allocation of **Winston T-Shirts**. The T-Shirt is a 'Henley 4-Button Short-Sleeve T-Shirt', and comes packed 10 @ SKU; Item #545153.

Allocations are:

**65 SKUs for each KAM**

(Account Managers should check with appropriate KAM for needed allocations).

**65 SKUs for each Division Manager**

(Retail Managers should check with appropriate DM for needed allocations).

These T-Shirts are to be distributed to identified Independent Pack Partner Retailers, CTS Outlets, and Wholesaler Sales Forces **to be worn in-stores** in order to gain incremental presence on **Winston**.

Use the attached '**ORDER FORM**' to identify Retailers and Direct Accounts you would like included for shipment of these special T-Shirts. Please ensure that anyone included on your list understands the importance of wearing this T-Shirt during **business hours in stores**. Lists must have all information filled in, in order to be included for this Promotion.

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Winston Retailer T-Shirts

First order date for these T-Shirts is **June 1, 1998**. Once completed lists are received at the ROU, orders will be placed for arrival to your identified accounts for June 1st.

If you have any questions, please let me know.

Sincerely,

*Lori*

L. E. MacWilliams  
Regional Operations Manager  
LEM/jc

cc: B. Roth  
S. Callaghan  
J. Campbell

***Responses need to be forwarded to Judy by May 22nd in order to verify availability of allocations and June 1st arrival date.***

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## **JULY: WINSTON RETAILER T-SHIRT GIVE-AWAY**

**PROMOTION #801212**

**FIRST ORDER DATE: 6/1/98**

(NAME/ RJR MANAGER)

**IDENTIFY INDEPENDENT PACK PARTNER RETAILERS / CTS OUTLETS /**

**and / or WHOLESALERS (Sales Forces) TO RECEIVE T-SHIRTS;**

ITEM #545153 (10@SKU); HENLEY 4-BUTTON SHORT SLEEVE T-SHIRT

INDICATE WHETHER T-SHIRTS SHOULD BE SHIPPED DIRECTLY TO ACCOUNT(S) OR TO RJR MGR.

SHIP T-SHIRTS TO ATTENTION OF:

(X) ACCOUNT

(INCLUDE NAME TO SHIP  
'ATTENTION OF')

(X)

RJR MGR.

[illegible]

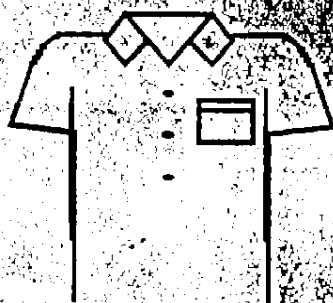
RJR SIS #

#/ SKUS  
(@10/SKU)



**WINSTON**

**TO: RJR PACKAGE OUTLET / CTS PARTNERS**  
**FROM: WINSTON**



**DEAR CUSTOMER:**

**WINSTON IS PLEASED TO PRESENT TO YOU OUR 'SUMMER '98 HENLEY 4-BUTTON T-SHIRT' AS THANKS FOR SUPPORTING THE WINSTON BRAND.**

**THIS T-SHIRT WILL BE GIVEN ONLY TO RETAILERS AND WHOLESALER SALES REPS WHO AGREE TO SHOW THEIR SUPPORT OF WINSTON BY WEARING THE T-SHIRT EITHER 'IN-STORE' OR WHILE MAKING SALES CALLS DURING THE MONTHS OF JUNE AND JULY '98.**

**THANKS AGAIN FOR YOUR SUPPORT.**

**WINSTON**

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